



**Cable and renegotiated radio-TV rights at local level brings total payment to majors to more than \$118 million; 30-second World Series spot: \$185,000**

The price that broadcasters and cable programmers will pay for play-by-play rights to major league baseball in 1982 will rise sharply to \$118,350,000, up 32% over last year's total rights figure of \$89,525,000.

The substantial increase is attributable to several factors, including a number of new and renegotiated local contracts around the league and the ever-increasing pressure applied by pay-television entities for exclusive rights packages.

At the network level, ABC, NBC, CBS Radio and the USA Network (cable) will pay a total of \$53.4 million for transmission rights in 1982, a 20.3% increase over the comparable 1981 figure of \$42,575,000. At the television networks, NBC-TV is in the third year and ABC-TV the fourth of contracts under which they will pay an estimated \$200 million for TV rights through the 1983 baseball season. This year, NBC is understood to be spending about \$26.5 million and ABC some \$23.5 million.

CBS Radio, having extended its contract through 1983, is said to be paying more than \$2 million this year, a dramatic jump from the last contract, initiated in 1976, in which rights were estimated to exceed \$75,000 annually.

On the cable network side, USA Network has an exclusive 45-game package this year, in accordance with a contract that also runs through 1983. USA is believed to be paying about \$1.4 million each year. The 45-game package is made up entirely of regular season games, perhaps a reason why the cable network contract is less lucrative than the radio network contract, whose package includes All Star, playoff and World Series games as well.

Rights increases on the local level will be up 34% in 1982 to \$64,950,000 compared to last year's \$48.4 million.

Rights holders report no residual effects from last year's strike, in terms of advertising sponsorship or audience share. Typical of comments around the league was one from Wayne Long, director of advertising for the Atlanta Braves. He suggested that the strike has had more effect on ticket sales than on broadcast sales. "The lagging economy," he said, "has had some effect on local but not so much on national [sales]. The local advertisers tend to be bit conservative at such times, but the national ones get out their pocket-

books." WPHL-TV Philadelphia's Gene McCurdy said there was "no disillusionment" displayed this year by advertisers, who he said perceive baseball as the "freshest programing" for the spring and summer months.

Many teams around the country have been more than willing to accommodate pay-television programmers seeking local rights packages. To date, more than one-third of all the major league teams have negotiated some kind of ancillary rights package. Jim Winters of the Cincinnati Reds, said his club is using STV, cable and pay-cable vehicles as "marketing tools" to promote Riverfront Stadium and baseball as a wholesome family activity. Other teams taking advantage of pay-TV rights packages agree that they make useful marketing tools. And the general indication is that teams do not see pay television overtaking commercial broadcasting as the dominant transmission vehicle for sports.

A look at the network programming plans, advertising rates and major sponsors:

This year, under the alternating arrangement followed by the networks, it is NBC-TV's turn to carry the World Series (expected to begin Oct. 12) while ABC-TV takes the All Star game (July 13) and the American and National League championship series (starting Oct. 5).

NBC is charging \$185,000 per 30-second spot for the World Series, set to open on a Tuesday. Last year ABC charged \$150,000. Should the series go the limit, plans are for five primetime games and two in daytime. A minimum four-game World Series would mean three in primetime and one in the afternoon.

NBC-TV last week wasn't prepared to name its World Series sponsors, but it did list those participating in its Saturday afternoon *Game of the Week* series, where a 30-second commercial runs \$32,000 (up from \$28,000 last year).

Those on board so far include Miller beer (through Backer & Spielvogel advertising agency), American Cyanamid (BBDO), American Home Products (John F. Murray), AT&T (Cunningham & Walsh), Joint Recruiting/military (Grey), K Mart (Ross Roy), Kentucky Fried Chicken (Young & Rubicam), Mattel (Ogilvy & Mather), Pennzoil (Eisaman, Johns & Law) and Curtis Mathes (Young & Rubicam).

NBC said its *Game of the Week* series, scheduled to begin April 10, is 70% sold out during the second quarter and 50% sold out in the third.

The *Game of the Week* schedule this year includes 23 single Saturday afternoon games; three Saturday doubleheaders (May 1, May 22, June 19), and two Tuesday prime-time games (Aug. 3, Sept. 7).

NBC said every team in both the American and National Leagues will be featured in the *Game of the Week*. On one of the *Game of the Week* openers on April 10 will be the Los Angeles Dodgers versus the San Diego Padres.

One NBC announcing team already set is Joe Garagiola and Tony Kubek. Bob Costas also will be on-camera and behind the mike, with his partner not yet decided.

At ABC, a 30-second spot in the All Star Game is pegged at \$150,000 (up from \$135,000 on NBC last year). In the league playoff games, 30's are said to run \$110,000 at night, (up from \$95,000); \$55,000 during weekend daytime (down from \$65,000) and \$27,500 during weekdays (down from \$37,500).

For its *Monday Night Baseball* series, ABC said it expects to have about a dozen prime-time games spread through June, July and August. Three Sunday afternoon games in September and early October also are planned. ABC said Monday night 30's cost \$58,000 (up from \$50,000) and Sunday afternoon 30's \$18,000 (up from \$16,000).

ABC last week claimed that it hadn't yet come to a final agreement on specific telecasts with the Office of the Commissioner of Baseball and therefore hadn't finalized advertising deals. However, with the exception of Pepsi (BBDO), it expects its principle baseball sponsors last year to

opening day reports with Gowdy on April 5; *Pennant Race Fever*, 24 four-minute Gowdy reports Sept. 27-Oct. 1; *Wonderful World of Baseball* 20 four-minute reports with Win Elliot Oct. 2 and 3, and a 24-minute World Series preview with Elliot on Oct. 11. A partial team-by-team breakdown follows.

■ **Boston**—The Red Sox are currently negotiating with Storer Broadcasting (whose Boston TV outlet, WSBK-TV, currently holds the TV rights) for a cable rights package that would take effect in 1983 at the earliest. Meanwhile, WSBK-TV has already sold 50% of its available baseball spots. Sponsors include Gulf Oil, Delta Airlines, Anheuser-Busch, Toyota and McDonald's. On the radio side, WITS is about 90% sold out with major sponsors including Emily Oil, New England Chrysler-Plymouth, Anheuser-Busch and Speedy Muffler.

■ **Cleveland**—It is entrepreneurs like Ted Stepien, owner of the National Basketball Association Cleveland Cavaliers, who create speculation about the future of televised sports—specifically, whether or not pay-television may become the dominant sports medium 10 years down the road. Stepien reportedly paid the Cleveland Indians close to \$500,000 for the rights to televise 26 games (six exhibition, 10 home and 10 away) over his regional pay-cable programming network known as TEN TV. At this stage, Jack Moffitt, vice president and general manager of Indians TV rights holder WUAB, sees the Stepien operation more as an "irritant" than a threat. Moffitt conceded, however, than that if Stepien were to buy out all the games at that price (\$20,000 per regular season game), such a bid would be "hard to be competitive with."

The TEN TV concept is unusual in that the subscriber is charged a fee, in the \$8 range, which is split 50-50 with the system operator. Advertising time will be sold as well. Stepien hopes to sell about eight spots per hour, one or two of which would go to the cable operator. As an introductory offer, TEN TV is offering the Indians package free to operators for the first two months. To make the advertising aspect of the pay service more palatable to potential subscribers, TEN TV also is kicking in an Indians ticket coupon book valued at \$100. Telemedia's 10,000-subscribers systems have signed up, and Stepien is negotiating with 18 more systems, including regional Viacom and Warner operations.

On the radio side, wwWE recently completed negotiations with the Indians to extend its current contract, which was to have expired at the end of this year, through the 1985 season. The station, along with Warner's Qube system in Columbus, Ohio, and the Indians also are experimenting with "cable radio" this year. Qube will pipe the wwWE broadcasts to its subscribers by way of a cable sideband channel. The service will cost about \$1 per month. WwWE is promoting the Indians in

### Diamond prices keep rising

How the radio-TV rights paid to the major leagues rose in the last decade, as reported annually in BROADCASTING:

1973 .....	\$42,385,000
1974 .....	43,245,000
1975 .....	44,495,000
1976 .....	50,820,000
1977 .....	52,110,000
1978 .....	52,510,000
1979 .....	54,500,000
1980 .....	80,275,000
1981 .....	89,525,000
1982 .....	118,350,000

return, Chevrolet (Campbell-Ewald), Miller beer (Backer & Spielvogel), Gillette (BBDO), Goodyear (Campbell-Ewald), Firestone (BBDO) and Kentucky Fried Chicken (Young & Rubicam).

ABC said it has not assigned its play-by-play and color teams but they would probably include Howard Cosell, Keith Jackson, Al Michaels, Bob Uecker and Don Drysdale.

CBS Radio again will offer the All Star Game, the league playoffs and the World Series. That could mean as many as 18 games. Advertising, according to CBS, is being sold for the entire package. The radio network wouldn't be specific about its rate but said that the price of one 30-second radio spot running in all All Star, playoff and World Series games would roughly total the price of one 30-second World Series TV spot (this year \$185,000).

CBS Radio baseball advertisers so far include Anheuser Busch (D'Arcy-MacManus & Masius), Dap (Griswold-Eshleman) and Ford Motor Co./Motorcraft line (Young & Rubicam).

In addition to the games themselves, CBS Radio plans a baseball preview series of 14-minute reports with Curt Gowdy March 29-April 2; seven three-minute

Text continues on page 52.



## AMERICAN LEAGUE EAST

Team	1982 rights	1981 rights	TV originator and affiliates	Radio originator and affiliates	Rights holders
Baltimore Orioles	\$1,050,000	\$1,050,000	WMAR-TV 6	WFBR 57	WMAR-TV holds TV rights; WFBR holds radio rights.
Boston Red Sox	2,700,000	2,700,000	WSBK-TV 5	WITS 84	WSBK-TV holds TV rights; WITS holds radio rights.
Cleveland Indians	2,000,000	1,300,000	WUAB	WWWE 30	WUAB holds TV rights; WWWE holds radio rights; Cable Ten programming network holds pay-cable rights.
Detroit Tigers	1,700,000	1,500,000	WDIV 5	WJR 60	WDIV holds TV rights; WJR holds radio rights; ON-TV holds STV rights (WXON).
Milwaukee Brewers	1,000,000	800,000	WVTV 7	WISN 60	WVTV holds TV rights; WISN holds radio rights.
New York Yankees	6,500,000	4,000,000	WPIX 8	WABC 60	WPIX holds TV rights; Yankees retain radio rights; Sportschannel holds pay-cable rights.
Toronto Blue Jays	4,000,000	4,000,000	CTV-TV	CJCL 31	LaBatt Breweries of Canada holds TV rights; Hewpex Sports holds radio rights.

## AMERICAN LEAGUE WEST

California Angels	\$1,100,000	\$1,000,000	KTLA	KMPC 15	Golden West Broadcasters (KTLA and KMPC) has partnership arrangement with Angels for broadcast rights; ON-TV has STV rights, (KBSC-TV Los Angeles).
Chicago White Sox	2,000,000	*900,000	WFLD-TV 3	WMAQ 14	White Sox retain all broadcasting and cable rights, having partnership arrangement with originators involved.
Kansas City Royals	1,000,000	**950,000	WDAF-TV 18	WIBW 110	WDAF-TV holds TV rights; Stauffer Communications (WIBW) Topeka, Kan. holds radio rights.
Minnesota Twins	1,250,000	1,250,000	KMSP-TV 1	WCCO 30	Midwest Federal Savings & Loan Association hold broadcast rights.
Oakland A's	1,300,000	1,200,000	KBHK 3	KSFO 11	KBHK holds TV rights; KSFO holds radio rights. A's are negotiating with other stations for Spanish-broadcasts.
Seattle Mariners	1,000,000	900,000	KSTW 4	KVI 14	KSTW holds TV rights; KVI holds radio rights.
Texas Rangers	2,800,000	750,000	KXAS-TV 17	WBAP 12	Rangers retain broadcast rights with sales managed by Texas Rangers Baseball Network; Golden West Broadcasters' VEU Subscription TV holds STV rights (KTXA Fort Worth).

## NATIONAL LEAGUE EAST

Chicago Cubs	\$1,950,000	\$1,900,000	WGN-TV 11	WGN 20	WGN-TV holds TV rights; WGN holds radio rights. (others negotiating)
Montreal Expos	8,100,000	6,300,000	CBC-TV English 41 French 18	CFCF 24 CKAC 40	Carling-O'Keefe holds TV rights; CFCF holds English language radio rights; CKAC holds French language radio rights.
New York Mets	4,250,000	1,500,000	WOR-TV	WMCA 20	WOR-TV has partnership arrangement with Mets; Mets retain radio rights; Sportschannel holds pay-cable fights.
Philadelphia Phillies	6,500,000	4,000,000	WPHL-TV 3	WCAU 34	WPHL-TV holds TV rights; WCAU holds radio rights; PRISM holds pay-cable rights.
Pittsburgh Pirates	1,800,000	1,750,000	KDKA-TV 3	KDKA 45	Group W (KDKA-AM-TV) is broadcast rights holder.
St. Louis Cardinals	1,500,000	1,500,000	KSDK 14	KMOX 100	KSDK holds TV rights; KMOX holds radio rights.

## NATIONAL LEAGUE WEST

Atlanta Braves	\$1,600,000	\$1,500,000	WTBS	WSB 70	WTBS is TV rights holder under arrangement with commonly owned Atlanta Braves. Braves retain radio rights and selling.
Cincinnati Reds	1,900,000	1,600,000	WLWT 11	WLW 117	WLWT holds TV rights; Reds retain radio and cable rights.
Houston Astros	2,000,000	1,100,000	KRIV 10	KENR 40	Astros retain TV and radio rights.
Los Angeles Dodgers	2,750,000	2,400,000	KTTV	KNBC 25 KTNQ (Spanish) 3	Dodgers retain broadcast rights, selling through Dodgers Radio and TV Network. ON-TV has STV rights (KBSC).
San Diego Padres	1,200,000	1,100,000	KFMB-TV	KFMB XEXX (Spanish) 10	KFMB-TV holds TV rights; KFMB holds English-language radio rights; XEXX holds Spanish-language radio rights.
San Francisco Giants	2,000,000	1,000,000	KTVU 4	KNBR 4	KTVU holds TV rights; KNBR holds radio rights.

\* Figure adjusted from \$1.8 million estimate last year

\*\* Figure adjusted from \$500,000 estimate last year

<b>AL total</b>	<b>\$29,400,000</b>	<b>\$22,750,000</b>
<b>NL total</b>	<b>\$35,550,000</b>	<b>\$25,650,000</b>
<b>Majors total</b>	<b>\$64,950,000</b>	<b>\$48,400,000</b>

Not included in the table are network payments for nationally televised games that total \$53.4 million. NBC is understood to be spending \$26.5 million; ABC, \$23.5 million, CBS Radio, \$2 million, and USA Network \$1.4 million, for 1982 baseball rights payments.

a number of new ways this year, including one contest in which listeners were asked to submit suggestions for a new Cleveland Indians mascot, the winner receiving two free season tickets. Chevrolet, General Tire and Goodyear are among WWF's major baseball sponsors for 1982.

■ **Detroit**—Not much has changed in the Detroit baseball picture over the past year, with both the radio rights and television rights holders locked into multiyear contracts. ON TV has a one-year contract for a package of 20 weeknight home games that will air over the local STV outlet, WXON(TV). ON TV also has contracts to air a number of Red Wings (hockey) and Pistons (basketball) games during the coming year. WJR(AM)'s Jim Long reports that his station has sold about 80% of the 1982 baseball availabilities so far and expects to be sold out by the first pitch. Some of the station's major baseball sponsors include Anheuser-Busch, Chevrolet and Wendy's fast-food restaurant chain. The station network of some 60 affiliates provides broadcast coverage of the entire state of Michigan and northern Ohio. On the TV side, WDIV's Duane Kell said the station was about 50% sold out and expects to be 75% sold out by opening day with the

■ **Chicago White Sox**—Television originator WFLD-TV will carry 45 games this year, fed to the station by Sportsvision, a partnership between the White Sox and three other Chicago-based professional sports teams, the Stings (soccer), Black Hawks (hockey) and Bulls (basketball). In addition, Sportsvision has contracted with ON TV to provide a package of 91 White Sox games to ON TV subscribers. Sportsvision will also provide a 120-game package to cable systems in Illinois, Indiana and Iowa, although that plan is currently being challenged in court by Chuck Dolan's Sportschannel (see Yankees above). Sportschannel has filed a breach of contract suit against the White Sox in connection with an agreement made with former Sox owner Bill Veeck, which Sportschannel claims gave it exclusive rights to the team's home games for 1981 and 1982. The new White Sox ownership, which acquired the team in December 1981, holds, however, that the original agreement is not binding for 1982 and will proceed with its own plans. White Sox President Eddie Einhorn said the Sportschannel suit was "totally without merit," and contended that the club had even offered Sportschannel the cable

comes in, there will be a lot of people getting their rights back," said one sales executive, believing that the Rangers decision is an indication of what's ahead. He added that offers up to \$1.2 million for TV rights and \$1 million for radio were turned down.

The Rangers sales arm, the Texas Rangers Baseball Network, currently is investigating possible cable arrangements this year in "outer" Rangers territory in Texas, Oklahoma, Louisiana, Arkansas and New Mexico as it keeps its eye on the wiring of Dallas.

The Rangers already have made a new-media commitment, however. For the second straight year, it has sold Golden West's VEU subscription television rights for 20-23 games not carried by conventional broadcasters. The STV rights price is understood to be more than \$600,000.

The value of the Texas Rangers rights is evident by the profitability that Arlington had while its 10-year contract was still in effect. In the first year, in 1972, the city is understood to have lost \$700,000 on its \$750,000-per-year rights investment. Last year, the profit was expected to have run to \$2.5 million, but the baseball strike cut that figure by one-third. Aside from the strike, profitability has increased dramatically each year.

For regular broadcast coverage, major TV sponsors are Miller Beer, Chevrolet, Texaco, Dr. Pepper and Coca-Cola; on the radio side, they are Budweiser, Chevrolet, Texaco, Dr. Pepper and State Farm Insurance.

■ **Chicago Cubs**—Both WGN radio and TV are in the final years of three-year contracts. The radio station will carry between 100 and 162 games this year while the television outlet will carry between 20 and 40 games. Top radio sponsors include Marathon Oil, True Value Hardware, Chevrolet and Old Style beer. WGN spokesman Joe Antelo described sales activity for both radio and TV as "very good."

■ **Montreal**—For the second straight year, the Montreal Expos lay claim to being the highest paid club in baseball for the rights to broadcast its games. The lion's share of this year's combined \$8.1 million rights figure is attributable to a reported five-year, \$32.5-million pact entered into in 1981 by Canadian brewery Carling-O'Keefe and the Expos for the club's television rights. Carling beat out rival Labatt Breweries, as well as the Canadian Broadcasting Corp. and CTV Television Network, neither of which bid even half as much as the winning brewer. O'Keefe, in turn, has subcontracted its rights to CBC for a sum no greater than the network bid for the rights in the first place, said CBC's Bill Sheehan. CBC will televise 31 games nationally this year in addition to between 40 and 45 games on its regional French network throughout the Quebec area. Carling is expected to purchase up to one-third of the spot schedule for 1982.

■ **New York Mets**—The overall rights price for cable and broadcast coverage of the Mets soared more than 300% this year.

“The lagging economy has had some effect on local but not so much on national [sales]. The local advertisers tend to be a bit conservative at such times but the national ones get out their pocketbooks.”

*Wayne Long, advertising director, Atlanta Braves*

remaining time left open for flight business throughout the season.

■ **New York Yankees**—The Yankees will tie the Philadelphia Phillies for second place (behind Montreal) for total rights money received, about \$6.5 million. Television rights holder WPIX expects all of last year's major sponsors back again this year, including Anheuser-Busch, Citibank and McDonald's. On the radio side, due to line-cost increases by AT&T, the club, instead of upping its ad rates, will run pre-season games, thus bringing in an effective 12% increase in revenues. WABC(AM) is the originating station. The regional payable service, Sportschannel, an affiliate of Chuck Dolan's Cablevision, will present a package of 40 Yankees games to area cable systems with combined subscribers totaling 200,000. Viewers are charged between \$6 and \$10 for the package.

■ **Toronto**—CFTO-TV will be the originating station for the Canadian Television Network's coverage of the Blue Jays this year. The actual production of the games, however, will be handled by rights-holder subsidiary, TV Labatts. Thirty games will be televised by the network. On the radio side, rights-holder Hewpex Sports Network is assembling a radio network of some 25 Ontario stations and six upstate New York stations. Radio spots are said to be sold out for the Blue Jays.

rights package but that it was not "willing to pay the price." He said the asking price was comparable to what the Sox are receiving on a per-sub basis from ON TV, which holds the team's STV rights. On the radio side WMAQ(AM) has sold more than 50% of its available baseball spots, with major sponsors including Ford Motorcraft, Anheuser-Busch and Honda.

■ **Kansas City**—For the fourth year in a row, WIBW(AM) Topeka, Kan., is providing advertisers with an incentive bonus plan—it will give its 15 preseason radio games to regular season sponsors free of charge. So far, the station has sold more than 85% of its baseball availabilities.

■ **Minneapolis-St. Paul**—The new Hubert H. Humphrey Memorial Stadium is said to be sparking increased interest in the Twins this year. KMSP-TV is experiencing "excellent" sales growth and WCCO(AM) adds that with the new domed stadium, fans and advertisers no longer had to worry about the weather canceling home games.

At WCCO(AM), major returning sponsors are Midwest Federal Savings & Loan Association (the rights holder), Pabst, Chevrolet, Farmers Insurance Group and Northwest Bell Telephone.

■ **Texas**—When a 10-year contract with the city of Arlington, Tex., expired last year, Rangers Management Inc. decided to retain TV and radio rights. "As cable



Many attribute the jump to a new pact between the club and TV-originating incumbent WOR-TV and the team's acquisition of a valuable new commodity in the form of George Foster. WOR-TV has sold about 60% of its baseball ad time, with major sponsors including Anheuser-Busch, Datsun and Getty Oil. Chuck Dolan's Sportschannel has a 50-game package with the Mets this year, consisting mostly of home games (see Yankees and White Sox capsules for more on Sportschannel). WMCA returns as the Mets' radio originator.

■ Philadelphia—Consideration paid to the Phillies this year for the rights to transmit its games may increase by as much as 62.5% to \$6.5 million from last year's \$4 million. That jump is based largely on three factors. The club negotiated a lucrative new 11-year radio rights contract with WCAU(AM), apparently deciding that accepting the station's bid would be more profitable in the long run than retaining the rights and buying time on KYW, as it had for the previous five years. Second, while the TV rights figure can fluctuate, depending on advertising sales, officials at WPHL-TV expect baseball sales to rebound significantly from last year's poor performance due to the midseason players' strike. Finally, regional pay-cable programmer Prism is entering its second year of a five-year contract, giving it the exclusive rights to 30 home games, which it provides to some 70 Philadelphia-area cable affili-

ates. Both radio and TV rights holders report sales to be on target for 1982.

■ Pittsburgh—Television coverage of 48 games is slated this year by KDKA-TV. Sales are going well, according to a station official, who declined to name the sponsors but said they include brewers and automobile companies. One Pittsburgh game was carried last year on cable, according to Jack Schrom, vice president of marketing for the Pirates, but to date no cable contract has been signed. "But we're still trying to work out a deal," Schrom said. More than half of the Pirates' radio coverage on KDKA(AM) is sponsored so far. Major clients include Chevrolet, Mellon Bank and Budweiser beer.

■ St. Louis—KSDK(TV) begins its 20th year of Cardinal coverage in 1982. The schedule is 70% sold out, according to Tony Bello, vice president for sales. Principal sponsors include Anheuser-Busch, Toyota Dealers of St. Louis, Parker Distributors, Kroger Stores, True Value Hardware and Southwestern Bell. An official of the St. Louis team said that cable television is not part of the club's plans because of the "very low" cable penetration in the area. Radio coverage of the Cardinals over KMOX(AM) is "pretty much sold out," a station official said. Major sponsors are Anheuser-Busch, Chevrolet, Trans-World Airlines, Texaco and True Value Hardware.

■ Atlanta—Ted Turner's WTBS(TV) is the television originator for the Braves,

another Turner property. This year, the station will be feeding 120 games (including three preseason ones) to 3,900 cable systems representing 19,560,000 homes.

■ Cincinnati—While last year's strike wiped out two pay-television experiments the Reds were conducting, the club has not given up. It is currently negotiating with ON TV for a small package of home games which would be televised on the local STV outlet, WBTI. The club also is trying to set up, for the second year in a row, a "Reds On Cable" network. In 1981 it was able to line up about two dozen cable systems in three states with a combined subscriber count of 126,000. But when the strike was called, it lost its option on Satcom I and most of the planned cablecasts were scrubbed. The club hopes to expand Reds On Cable this year, but nothing is yet firm, reported Jim Winters, the team's media specialist. Reds On Cable would be advertiser supported. Winters also noted that the club has talked with Warner-Amex officials about putting together a small package of games for transmission over the two-way-interactive Qube system in Columbus, Ohio. Winters also said that advertising on the Reds' radio network, comprising 117 affiliates in seven states, is "95% sold out." On the television side, WLWT has sold about 70% of its 1982 baseball spots, the station's manager, Joe Lewin, said. Major advertisers on both TV and radio include Anheuser-Busch and Honda.

## THE INTERVIEW BECOMES THE INNERVIEW.

### "Tom Cottle. Up Close."



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**ALREADY CLEARED ON  
GANNETT, STORER, AND  
POST-NEWSWEEK  
STATIONS!**

# Mets' owner fulfills promise to Shea fans

By MAURY ALLEN  
In front of a large press corps at Shea Stadium yesterday, Nelson Doubleday signed the purchase of the Mets for \$21.1 million, fulfilling a promise made before another season began.

# Mets threaten to overpower Yanks

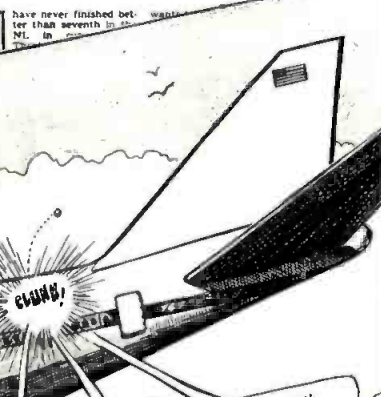
## NY's Home Run Derby

SO HOW MANY home runs will the Mets see hit this year? Speculation is rife every evening. The following people in the spirit of reason. It's not Bucky Dent to hit 28 home runs. I expect Dave Kingman to hit 20 home runs.

YANKS	YANKS
Collins	3
Munphy	10
Griffey	12
Winfield	34
Gamble-Watson	22
Nettie	20
Cerone	12
Dent	28
Bandolph	5
TOTALS	119

It's almost impossible to guess how many runs each bench will produce. But you can't have a reasonable degree of certainty, this will hit just about as many homers as the Yankees.

extremely weak AL East — because they added Jackson, who was not the equal of Ruth, Magglio and Mantle.



HEY, WE'RE IN TROUBLE! WHAT WAS THAT LOUD NOISE?

DON'T WORRY ONE BIT... WE'RE FLYING OVER SHEA STADIUM AND IT'S GEORGE FOSTER'S WAY OF SAYING 'HELLO!'

# The \$10 Million Met Power-packin' Foster signs 5-year contract

By DOUG GOULD  
Who do not know me, my name is George Foster and I play for the New York Mets.  
With those words, the best hitter and the highest-paid player in Met history introduced himself to the media yesterday at a press conference at Shea Stadium, less than 10 minutes after signing a \$10 million, five-year contract with two consecutive years.



# Foster's \$10M 2d richest pact

By JACK LANG  
It may not equal the \$23 million Dave Winfield signed for last year but when George Foster put his signature on the dotted line of a Mets contract shortly after noon yesterday, the \$10-million deal he agreed to made him the second highest player in major league history.  
Winfield's contract with the Yankees is for 10 years. Foster signed a guaranteed contract for five years that the Frank Cashen announced "will guarantee him a minimum of \$10 million for the next five years."  
He could win up with considerably more.  
"The contract includes incentives for winning the MVP and attendance bonuses," Cashen added. "It



Mets take early 1-0 lead in the war of headlines; Reuschel no-shows  
Met players glad to have latest mate  
Expect Shea will be great big Foster home

**DAILY NEWS**  
NEW YORK THURSDAY, FEBRUARY 11, 1982

**\$10M FOSTER JOINS THE METS**

Partly sunny, near 30. Details p. 11

# ON THE WAY TO ALL THE WAY.

This season, all eyes are on George Foster as the Mets' new \$10 Million Hitter takes the city by storm. New York has always been a National League town, and this year the Mets have put together the winningest combination since '73. To the youth and speed of Mookie Wilson and Hubie Brooks, the ace-relieving of Neil Allen and the long-ball hitting of Dave Kingman, George Foster adds the power potential of record-setting home runs and RBI's. Now's the time to catch all the excitement of this new, young ball club on the station that has always been part of the great Mets tradition—WOR-TV—New York's Number One Sports Station.



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